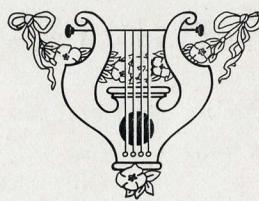


THE STARR PIANO COMPANY

The Largest and Most Complete Factory in the World
Devoted to the Manufacture of High Grade Musical Instruments Exclusively

Manufacturers of

STARR · RICHMOND · TRAYSER · REMINGTON
GRAND, UPRIGHT AND PLAYERPANOS
THE STARR PHONOGRAPH · STARR PHONOGRAPH RECORDS



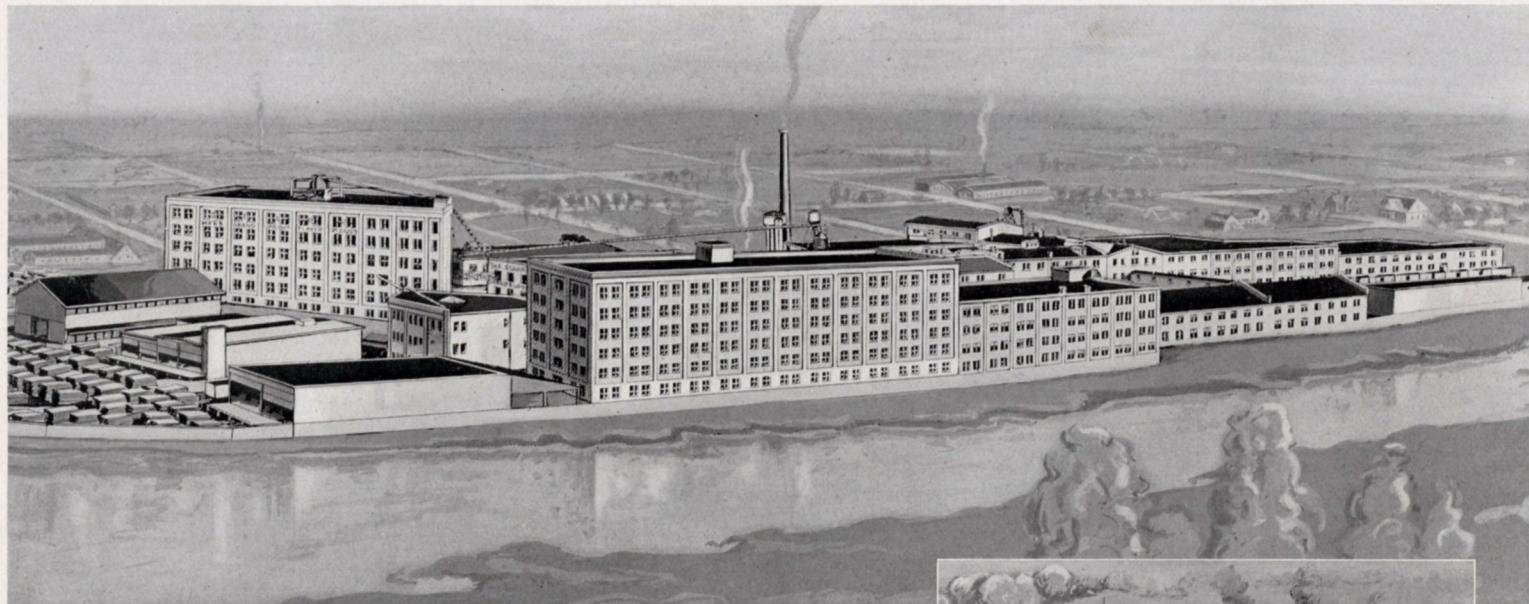
RICHMOND, INDIANA, U. S. A.

TN LOOKING at the views of the plant of The Starr Piano Company, one cannot but be impressed with not only the size but the natural completeness. In 1872, when the first building was erected, there was little to foretell of the gigantic proportions the plant would assume in the years to come. Shipping and marketing conditions were not what they are today, and the founders of this organization—although expert piano makers, some having served their apprenticeship in Germany—encountered many difficulties.  Yet their high ideals, determination to win, and perseverance, were bound to achieve success. They strove to build the very best possible, and it has been this determination to which they owed their success.

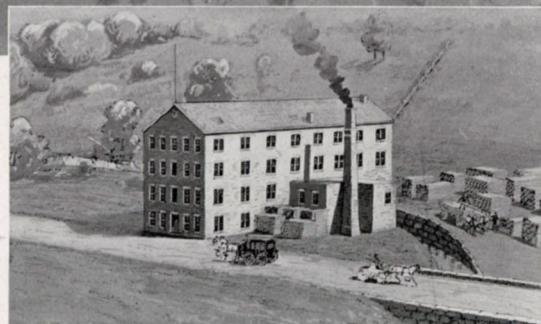
From a small, three-story structure has evolved a mammoth plant complete to the minutest detail for the manufacture, to the smallest part, of Starr-Made Grand, Upright and Playerpianos, Phonographs and Records. It is justly termed the largest and most complete factory in the world devoted to the manufacture of high-grade musical instruments, exclusively.  The plant not only stands today as a monument to those whose untiring efforts laid the foundation for a great organization, but also to their ideals, integrity and perseverance, which were the dominating factors in the success with which it could not but help be crowned.



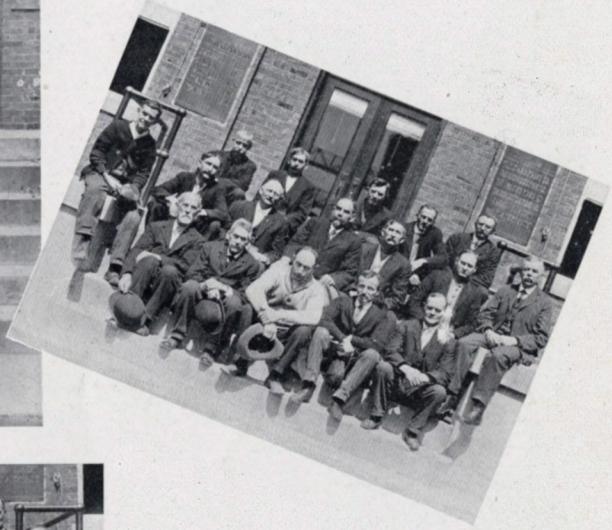
THE STARR PIANO COMPANY, RICHMOND, INDIANA, U.S.A.



A half century has made many changes in the appearance of the Starr factories. Herewith is shown a panoramic view of the plant exactly as it is today as compared with the time the first building stood alone many years ago.



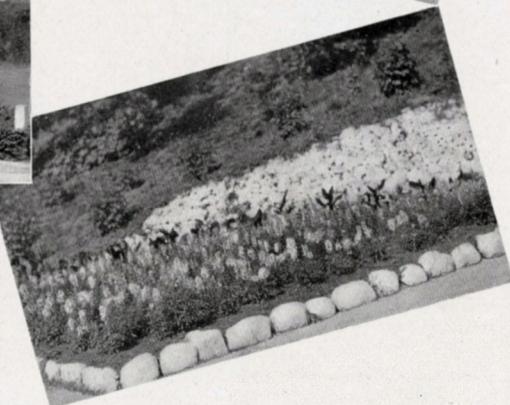
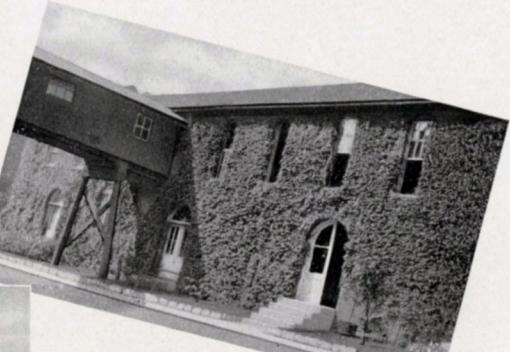
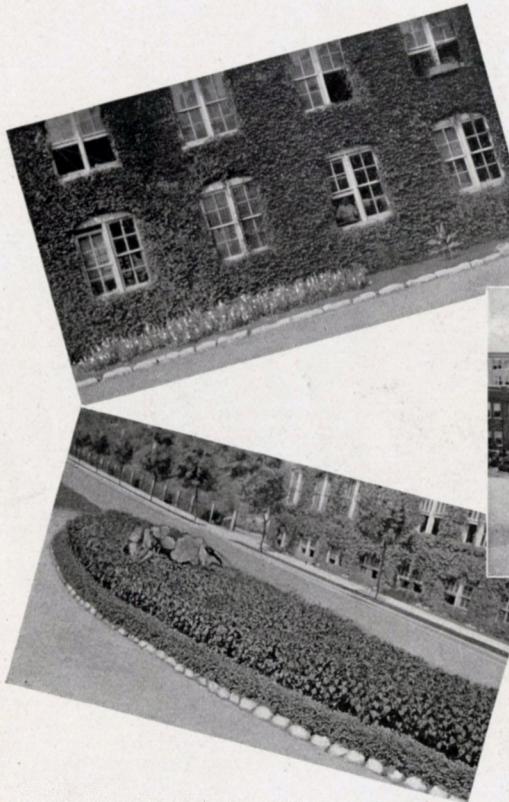
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The excellence of Starr-made musical instruments is not only attributed to the high standard of construction nor to the materials used, but to the workmanship. In this instance it does not mean transient craftsmanship but craftsmanship by those who have been in the plant continuously from a quarter to half a century. The center group (at the top)

shows three generations of workmen all in the same family—the plant's veteran mill room superintendent, who has seen 40 years' continuous service; his son who has been at the plant 27 years; and his grandson who is just learning the piano maker's trade. The other groups show those who have seen at least 25 years' service (to the left); 30 years (to the right); and 35 years (below).

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A few views in and around the Starr Plant. Beautiful flower beds and clinging vines everywhere greet the eye and

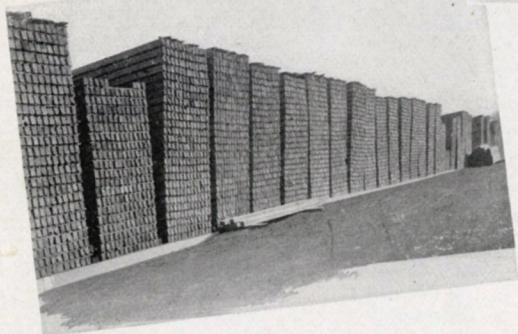
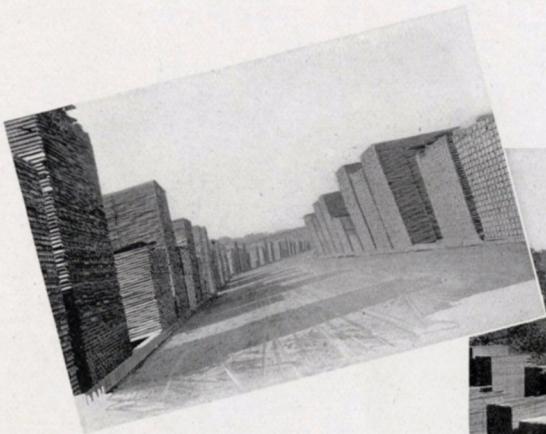
have tended much to lessen the prosaicness of the usual factory environs.

THE STARR PIANO COMPANY, RICHMOND, INDIANA, U.S.A.

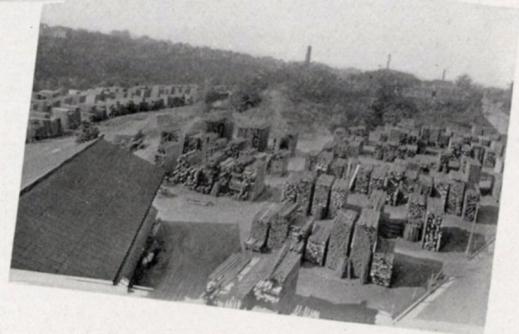


The Administration Building, containing the executive offices, the general sales, advertising, purchasing and accounting departments is thoroughly equipped for efficiently handling the enormous detail involved.

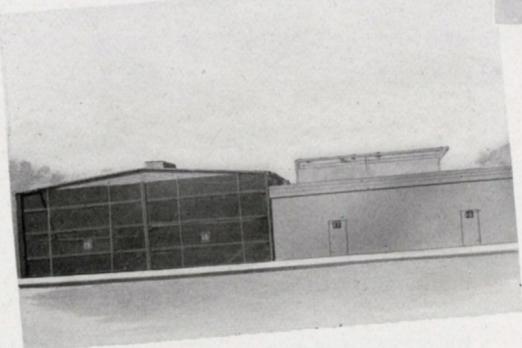
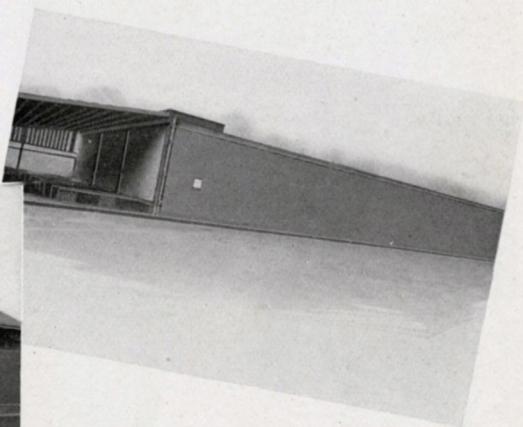
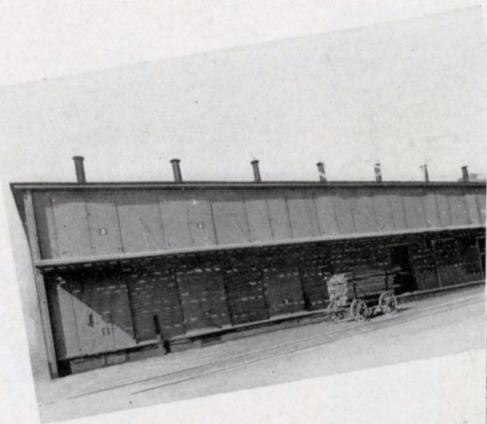
THE STARR PIANO COMPANY, RICHMOND, INDIANA, U.S.A.



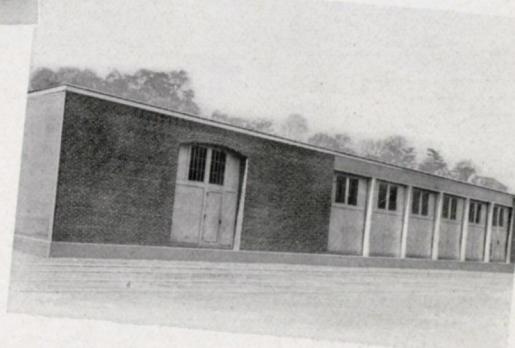
A few views of the spacious lumber yards. Every foot of lumber is thoroughly air dried and seasoned before it is removed to the dry kilns. Several years' supply is always on hand.



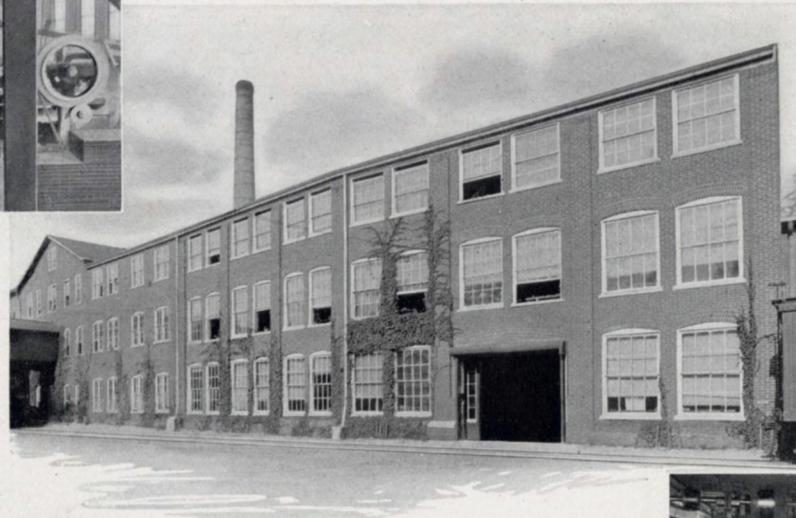
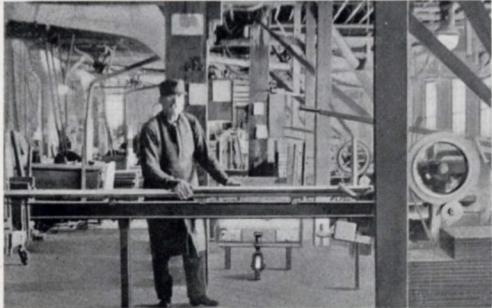
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From the yards to modern dry kilns is the next step. The combined capacity of the Starr dry kilns is 1,722,950 feet at one filling. This capacity insures constantly a thoroughly seasoned supply on hand and ready for immediate use.



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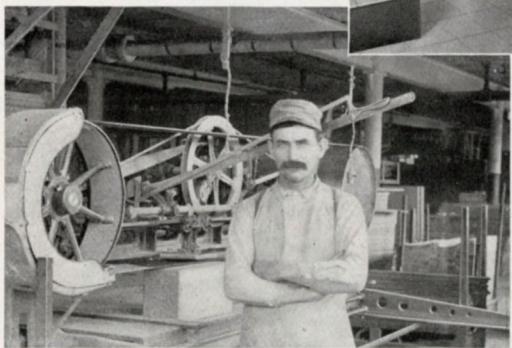
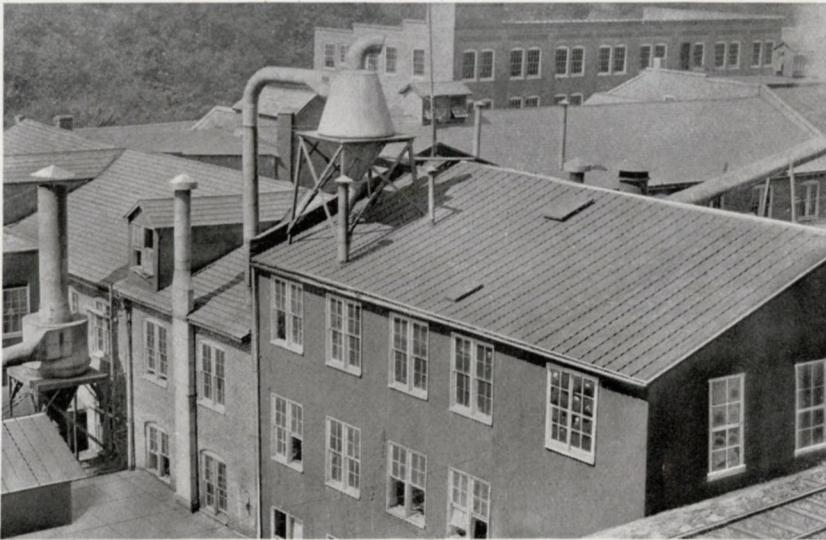


From the kilns to the big mill room the lumber is taken, planed and cut to correct dimensions and sent to the various departments. The lumber trucks are driven from the dry kilns right on to the floor of the building for unloading.

It is, of course, impossible to show in this way the hundreds of scenes throughout the Starr plant. One or two views from each building is all that is possible, yet from these is afforded an excellent idea of the many interesting and instructive operations in the manufacture of Starr-Made Grand, Upright and Playerpianos, Phonographs and Records.



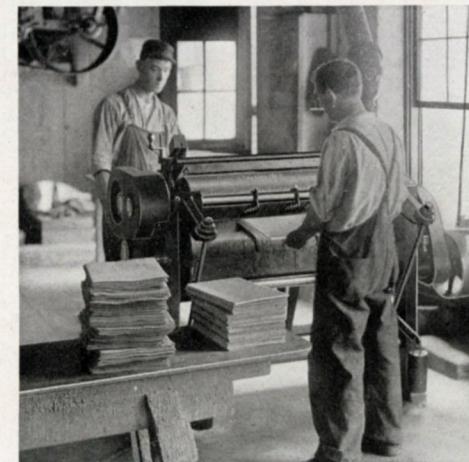
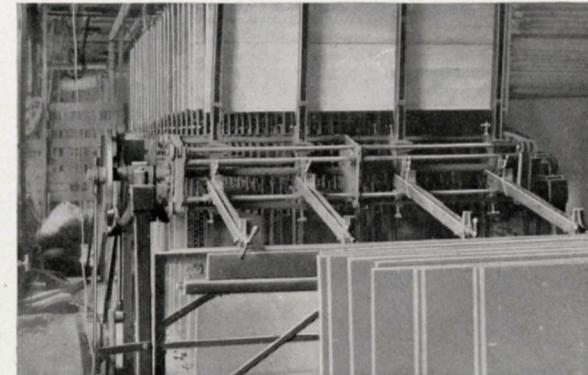
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The wood carving department is one of the most interesting in the entire plant as the details of the work necessarily involve a great deal of expert care. The Truss and Pilaster machines are also installed in this building.

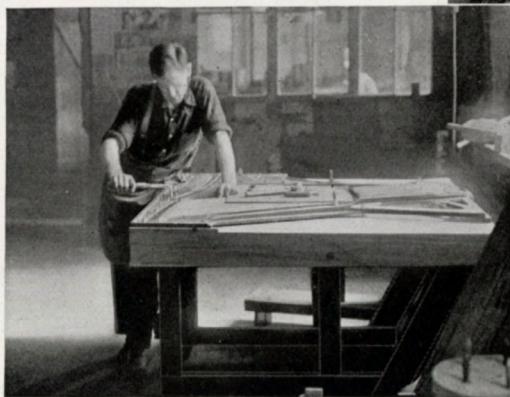
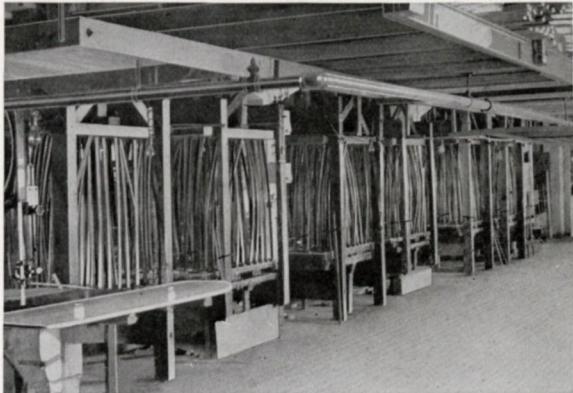


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The building in which the edge gluing and veneering are done. The upper picture to the right shows one of the edge gluing machines and the lower shows workmen gluing on a piece of veneer. The "center" is just going between the glue rollers.

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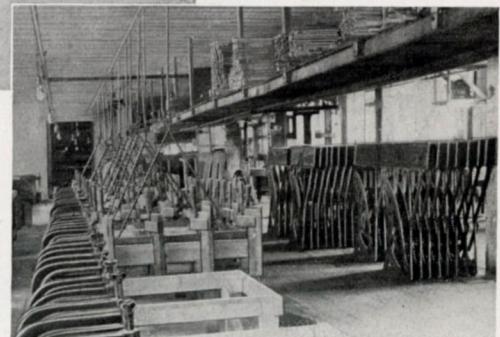


From the second floor of this building come the piano sound boards. The above view shows the manner in which the ribs are made to stick to the sound boards. The vertical sticks exert pressure to the freshly glued ribs until these have set. The other picture shows a stringing operation.

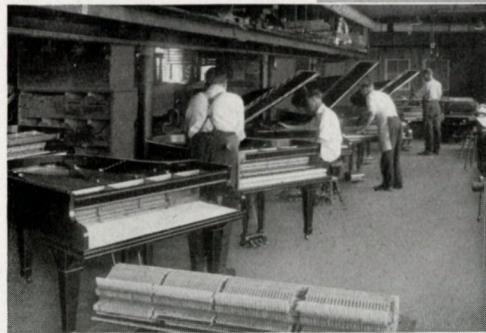
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When the piano sound boards are fastened to the backs, the metal plates are put on. The view above shows the plating room in which the plates are cleaned, japanned and bronzed. The view to the left shows how the plates, after being fastened to the backs, are drilled for the string pegs.



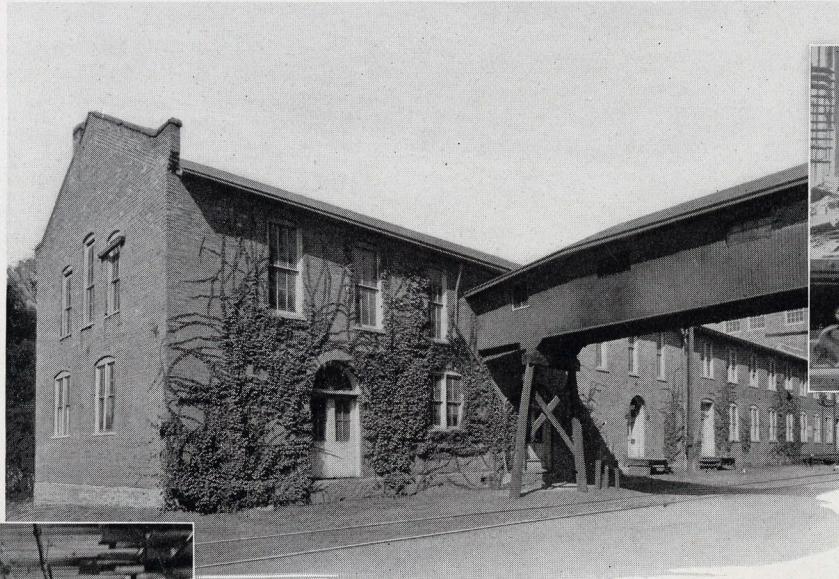
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The building in which a great deal of the varnishing is done. Each separate part is carefully varnished. The view to the left shows a section of the Grand Piano case construction department where the grands are taken for completion—installing action, regulating and tuning.



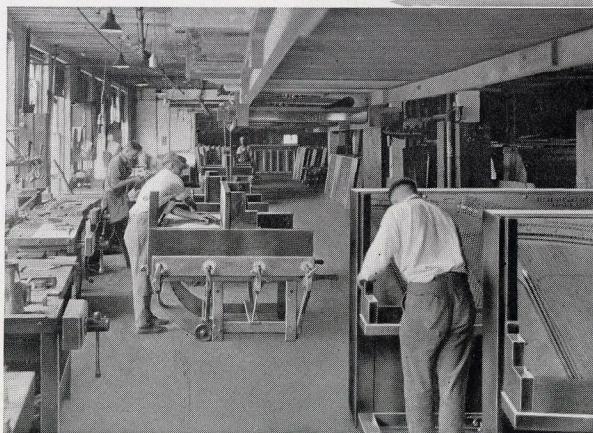
THE STARR PIANO COMPANY, RICHMOND, INDIANA, U.S.A.



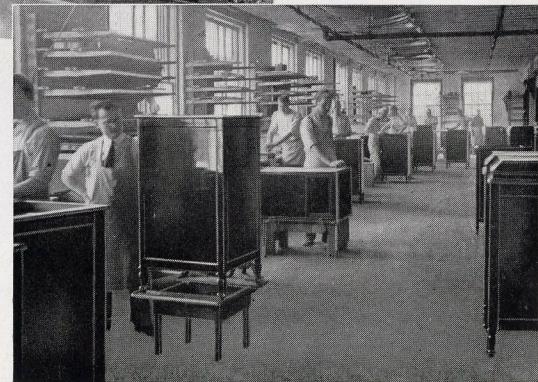
The efforts expended in getting a beautiful, polished surface on each part of the pianos and phonographs after varnishing, constitutes a great deal of time. Every part is hand-rubbed and polished, and just before each finished case goes to the shipping department it is "oiled off" and polished again. The finish of Starr instruments has never been surpassed.

This is the polishing building in one end of which is a section of the piano and playerpiano action regulating department.

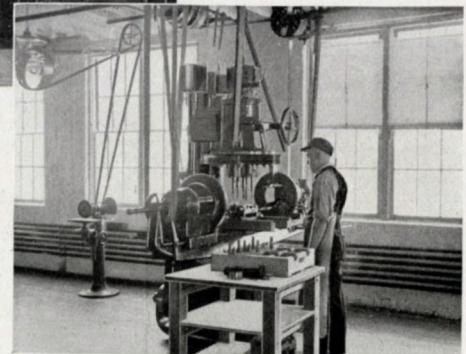
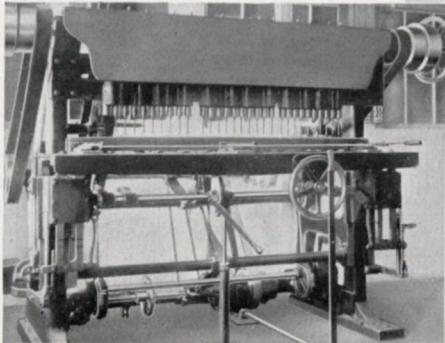
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After each plate has been attached to the back and strung, the various parts for the upright and player cases which have been made throughout the plant are brought here to be put together. This building houses hundreds of backs, sides, tops, etc., ready to go into the finished product. A corner of this building is also devoted to phonograph case polishing.



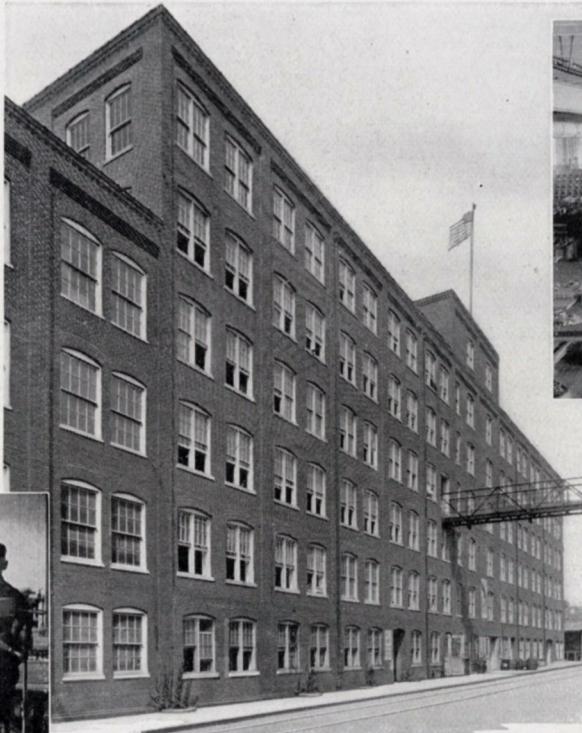
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This immense building is given over to the manufacture of the minute parts entering into the construction of the playerpiano. However, the piano keys for all departments are made on the sixth floor. The smaller pictures show two of the intricate devices used for carrying on the work of player-piano manufacture.

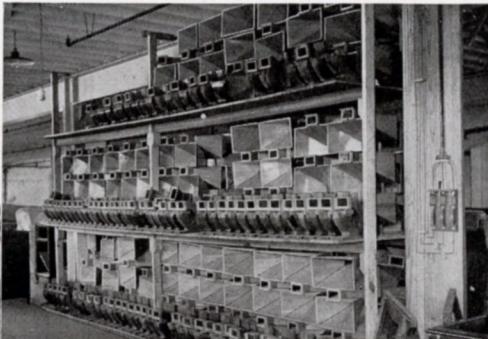
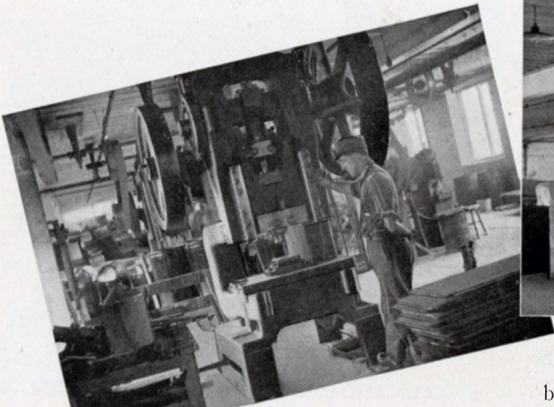
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This is the latest building of the Starr plant and one of the largest factory buildings in Indiana. It is devoted entirely to the production of Starr Phonographs and Records in which every single part entering into their construction is made.



The smaller pictures show views in the record pressing department and phonograph motor assembling room. The manufacture of phonograph records is one of the most interesting sights to be seen in the entire plant.

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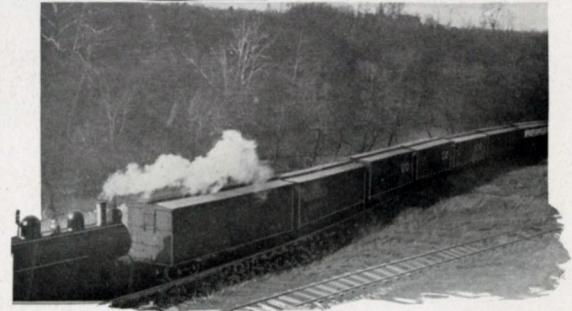


Interesting scenes in the new phonograph building. The upper left-hand corner shows one of the heavy punching machines used for turning out metal parts. The top picture (center) shows a section of the Spruce Sounding Board Horn room.

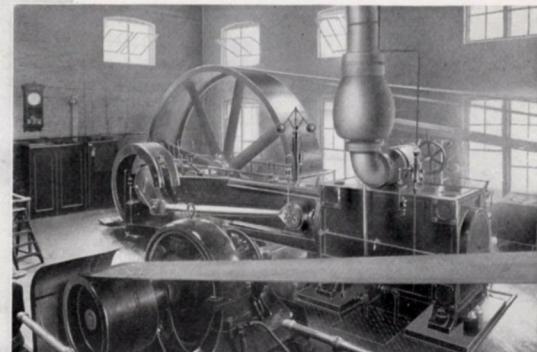
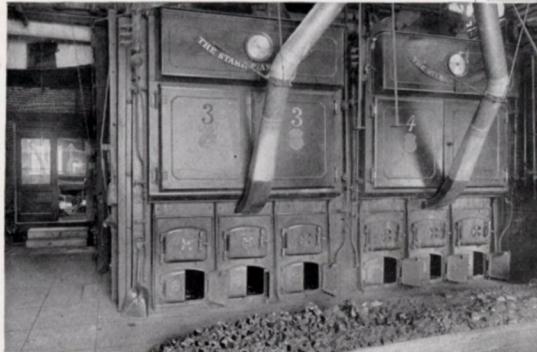
THE STARR PIANO COMPANY, RICHMOND, INDIANA, U.S.A.



The shipping department is one of the busiest in the entire plant. A large corps of men are always at work carefully packing the thousands of Starr-made instruments that yearly go to all parts of the world. Railroad tracks run parallel to all shipping platforms.



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The power plant must not be slighted, for without it no wheel in the plant could turn. Here the plant's entire gigantic supply of electricity, heat and power is generated, for which about fifty tons of coal is daily consumed.

HE first building of The Starr Piano Company was erected in 1872 with a floor space of 16,000 square feet and fifteen men were employed. The output was about two pianos a week. Today there are twenty-one immense, modern buildings, with a combined floor space of 384,643 square feet. One thousand men are employed at the plant, which covers 35 acres, and the annual output is 15,000 Starr-Made pianos, 35,000 Starr phonographs, 2,000,000 Starr records. The output is sold through the company's own ware-rooms, of which there are forty-five, and through hundreds of distributors and dealers everywhere.

There need be no further evidence of Starr Quality.

